



GOVERNMENT EMPLOYEES INSURANCE BUILDING
Vermont Avenue and K Street, N.W.
Washington, D. C. 20005



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65A



LEO GOODWIN
Founder-Chairman

LORIMER A. DAVIDSON
Chairman of the Board

DAVID LLOYD KREEGER
President

IMPORTANT ANNOUNCEMENT!

Perhaps you didn't know this, but for over a quarter of a century, government employees have enjoyed a special low rate on their auto insurance — from GEICO, the Government Employees Insurance Company.

NOW you, too, can save on your automobile insurance — and receive the same coverage, benefits and service enjoyed by government employees for over a quarter of a century.

The eligibility list has been expanded to include YOU, if your occupation is in one of the following categories — administrative, managerial, clerical, professional, technical, or proprietor.

This is important news to all NON-GOVERNMENT automobile owners who would like to

SAVE 30% on Collision and Comprehensive, Fire and Theft coverages.*

SAVE 25% on Liability coverages.**

SAVE ON COMPACT CARS — GEICO rates are reduced an additional 10% in most states.

SAVE ON SECOND CARS — GEICO rates are reduced further in most instances.

~~Sound interesting? Let me give you some facts that I think will make it even more so.~~

When you insure with GEICO you get exactly the same FAMILY AUTOMOBILE INSURANCE POLICY used by most other leading companies. You can be sure it provides the complete automobile protection considered necessary to meet the needs of the average car owner.

Then, how come the saving?

GEICO policyholders enjoy substantial savings because our method of operation eliminates a large percentage of the premium costs customarily required for sales

(OVER, PLEASE)

* Exception — dividend provision in Texas.

** Exceptions — 24% in Virginia; 22½% in New Jersey and Kentucky; 20% in New York; dividend provision in North Carolina and Texas.

commissions. We do business direct with our policyholders. The savings are passed along to you.

Incidentally, GEICO rates represent savings from Bureau Rates for the Family Automobile Policy when the Safe Driver Plan is not used. You even save substantially when it is used. Bureau Rates are those developed by the National Bureau of Casualty Underwriters and the National Automobile Underwriters Association for their member and subscribing companies.

What about claim service?

OUR CLAIM SERVICE IS COUNTRYWIDE! GEICO has more than 1300 professional representatives strategically located throughout the United States, its Possessions and Canada. They are ready to serve you day or night, 24 hours a day. That's why you can depend on prompt settlement without red tape or delay. The speed and fairness of GEICO claim handling is demonstrated by the fact that **96 OUT OF EVERY 100 POLICYHOLDERS RENEW THEIR EXPIRING POLICIES EACH YEAR.**

NOW, the question is — how much can you save on your automobile insurance? I can safely promise you that it will be well worth while, but I can't give you an exact figure until you provide the necessary information about your car.

Won't you take a few minutes and fill out the auto insurance inquiry card enclosed. You will receive complete details and rates for GEICO coverage promptly. Then you decide, in the privacy of your own home, whether or not you'd like to become a GEICO policyholder. **NO SALESMAN WILL CALL — THERE IS NO OBLIGATION.**

Sincerely,



DAVID LLOYD KREEGER
President

DLK/pl

P.S. GEICO can also save you money on your Fire and Homeowners insurance. If interested, just use the inquiry card enclosed.

GOVERNMENT EMPLOYEES INSURANCE COMPANY
A Capital Stock Company Not Affiliated with the U. S. Government

OVER ONE MILLION POLICYHOLDERS in Government and Non-Government occupations insure and save with GEICO®

GEICO issues the Family Automobile Policy used by most other leading insurance companies. You do not have to work for the Government to be eligible for GEICO savings. Now you too may be entitled to the same savings that Government employees have enjoyed for over a quarter century through GEICO. Check the inquiry card for a listing of eligible Civilian Non-Government occupational categories.

GEICO SAVINGS

- **YOU SAVE 30%** on Collision and Comprehensive coverages (exception: dividend provision in Tex.)
- **YOU SAVE 25%** on Liability coverages (exceptions: 24% in Virginia; 22½% in Kentucky and New Jersey; 20% in New York; dividend provision in North Carolina and Texas).

FURTHER REDUCTIONS: You also receive the usual additional savings for Compact Cars and when More-Than-One-Car is insured.

The above savings represent reductions from Bureau Rates for the Family Automobile Policy without the Safe Driver Plan. You even save substantially when the Safe Driver Plan is used. Bureau Rates are developed by the National Bureau of Casualty Underwriters and the National Automobile Underwriters Association for their member and subscribing companies. GEICO is licensed in every state except Mass. (license pending). A GEICO policy is valid in every state.

HOW THESE SAVINGS ARE POSSIBLE

By doing business directly with you, GEICO eliminates the large percentage of premium costs customarily required for sales commissions and passes these savings along to you in the form of lower rates. Furthermore, you pay no membership fees or assessments of any kind.

COUNTRY-WIDE PERSONAL CLAIM SERVICE

More than 1300 professional representatives throughout the country form the vast GEICO claims network. They are ready to serve you when you need them—day or night, 24 hours a day.

GEICO STRENGTH AND REPUTATION

GEICO consistently receives the highest ratings awarded by Best's Insurance Reports for financial strength and quality of service. 96 out of every 100 Policyholders renew their expiring auto policies annually—proof positive of policyholder satisfaction!

RETURN CARD TODAY FOR EXACT RATES
No Obligation—No Salesman Will Call.

CHECK ELIGIBILITY— must be at least 21 and under age 65. Once a policyholder, policy may be continued after age 65.

- | | |
|---|--|
| GOVERNMENT | CIVILIAN NON-GOVERNMENT |
| ☐ Federal Employee | ☐ Professional, Technical |
| ☐ State, County, Municipal | ☐ Clerical, Administrative |
| | ☐ Managerial, Proprietor |
| MILITARY | RETIRED |
| ☐ Commissioned Officer | ☐ Any classification listed |
| ☐ NCO—Top 3 Pay Grades (Minimum age 25) | HOUSEHOLD MEMBER |
| ☐ NCO—E-5 or E-6 (Must be married, minimum age 25) | ☐ Member of immediate family of any classification listed |

Name
(Please Print)

Residence Address.....

City.....County.....

State.....ZIP #.....

Age..... Male ☐ Female ☐ Married ☐ Single ☐

Civilian Occupation.....

Military Rank (if on Active Duty).....

THIS CARD IS DESIGNED SOLELY TO ENABLE NON-POLICYHOLDERS TO OBTAIN AN APPLICATION AND EXACT RATES FOR THEIR CARS.

A GEICO POLICY CAN COMPLY WITH THE FINANCIAL RESPONSIBILITY LAWS OF EVERY STATE.

	CAR NO. 1	CAR NO. 2
Year of car:.....		
Make:.....		
No. of cylinders:.....		
Model (Impala, F-85, etc.).....		
2/4 dr—sdn, s/w, h/t, conv.....		
Purchase date:.....	Mo.Yr. New ☐ Used ☐	Mo.Yr. New ☐ Used ☐
Days per week driven to work:.....		
One way distance:.....		
Is car used in business (except to and from work)?.....	Yes ☐ No ☐	Yes ☐ No ☐
Is car principally kept on a farm or ranch?.....	Yes ☐ No ☐	Yes ☐ No ☐
Principal location of car if not at residence address:.....	City State	City State

LIST ALL ADDITIONAL DRIVERS

Age	Male or Female	Relation	Married or Single	% of Use	
				#1	#2
				%	%
				%	%
				%	%
				%	%

If student is away at school, indicate distance of school from your homemiles. Has driver under 21 completed an Accredited Driver Training Course from a high school or college and received a Certificate of Completion? ☐ Yes ☐ No

GEICO® OFFERS YOU 2 WAYS TO SAVE ON INSURANCE FOR YOUR HOME:

1—STANDARD FIRE INSURANCE

Substantial Savings

YOU save a full 25% from Bureau Rates for fire insurance on your home and/or personal belongings. (Exception: 23% in Virginia.)

Standard Protection

YOU receive the full protection of the Standard Fire Insurance Policy issued by most leading companies.

Convenience

YOU may select a one, three or five year policy term and a convenient payment plan (subject to certain state exceptions).

2—GEICO HOMEOWNERS POLICY

Additional Savings

YOU save 15% over and above the usual "package" policy discount. (Exception: 15% Dividend provision in Oklahoma.)

Broader Protection

YOU receive the broader protection made possible by combining Fire, Extended Coverage, Theft and Comprehensive Personal Liability into a single "package" policy.

Greater Convenience

YOU enjoy the greater convenience of one policy, one expiration date and one premium (payment plan available).

IS YOUR PRESENT HOME INSURANCE UP-TO-DATE? — ADEQUATE? — ECONOMICAL?

To answer these important questions return the postage-free card. No obligation—no salesman will call. You will receive a complete rate analysis listing premiums for the coverage GEICO can provide for your home and possessions. The information provided with the quotation will enable you to review and determine your own home insurance needs and potential GEICO savings in privacy—at your own convenience.

IF YOUR PRESENT POLICY DOES NOT EXPIRE SOON— credit can be arranged for existing insurance in many instances or a supplementary policy can be issued to increase limits which are no longer adequate. **GEICO writes Fire Insurance in every state except: Alaska and Massachusetts; and Homeowners in every state except: Alaska, Massachusetts, Mississippi, Oregon and Texas.**

CHECK YOUR ELIGIBILITY

- CIVILIAN GOVERNMENT** — Active or Retired
☐ Federal, State, County, Municipal
- CIVILIAN NON-GOVERNMENT** — Active or Retired
☐ Professional, Technical or Administrative
☐ Clerical, Managerial or Proprietor
- MILITARY**—Active, Reserve, National Guard, or Retired
☐ Commissioned Officer or NCO of top 5 pay grades (NCO on active duty must be at least age 25 and, if in pay grade E-5 or E-6, must be married)

Construction of dwelling: brick.....% frame.....% brick-veneer.....% other (specify)	
Type of roof (tile, composition, wood shingle, etc.)	
No. of family dwelling units in bldg.	No. of Property located on a farm ☐ Yes ☐ No Stories.....
Building is: ☐ Owned and occupied by applicant ☐ Occupied (rented) but not owned by applicant ☐ Owned by applicant but rented to others	
Names of nearest intersecting streets	
Business activities performed on premises or in dwelling? ☐ Yes ☐ No If "Yes," describe briefly:	

Name

Address

City..... State.....

County..... ZIP #.....

Township

Location of property if different from above address.

Name of nearest fire department which will answer call	
Distance to this fire department.....(mi.)	Distance to nearest fire hydrant.....(ft.)
Property outside city limits? ☐ Yes ☐ No	
If "Yes," name of nearest town	How far?(mi.)
Amount of insurance desired: Dwelling \$..... Household and Personal belongings \$..... (NOTE: \$8,000 is the minimum Dwelling Valuation for which a HOMEOWNERS policy can be issued.)	
Own an ☐ Outboard ☐ Inboard ☐ Sail boat?	
Length.....(ft.)	Horsepower..... MPH.....
My present insurance expires (mo.)..... (yr.)	



SAVE 15% MORE ON HOMEOWNERS INSURANCE

... in addition to the usual
“package policy” discount — a double savings for you!

SAVE 25% ON FIRE INSURANCE

and get exactly the same Standard Fire insurance
policy used by all leading insurance companies.

The above savings represent reductions from Standard Bureau Rates in every state in which GEICO writes Fire or Homeowners insurance with these exceptions: Oklahoma—Homeowners is issued at Standard Bureau Rate with a 15% current dividend feature; Virginia—Standard Fire discount is 23%.



GOVERNMENT EMPLOYEES INSURANCE COMPANY, WASHINGTON, D. C.

A Capital Stock Company not affiliated with the U.S. Government

SEE INSIDE FOR DETAILS AND INQUIRY CARD . . .

**Are you eligible to
save up to 30%
from Bureau
Rates on your
Auto Insurance?**

**NEW PREFERRED RISK GROUPS
HAVE NOW BEEN ADDED**

**YOU QUALIFY IF YOU ARE
IN ONE OF THESE GROUPS:**



Government

Federal • State • County • Municipal



Civilian Non-Government

Professional • Technical • Administrative
Managerial • Clerical • Proprietor



Military

Officers • Senior NCO's

If you are not already a GEICO policyholder,
mail the attached card today. You will receive
exact rates for your car and an application.
No obligation — no salesman will call.

J. H. Keeger
President

GEICO®
WASHINGTON, D. C.

A Capital Stock Company
Not Affiliated with the
United States Government



Over one million policyholders

FIRST CLASS
Permit No. 2028-R
Washington, D. C.

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES,
ITS TERRITORIES OR ITS OVERSEAS ARMED FORCES INSTALLATIONS.

— POSTAGE WILL BE PAID BY —

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GOVERNMENT EMPLOYEES INSURANCE COMPANY

Government Employees Insurance Building

Vermont Avenue and K Street, Northwest

Washington, D. C. 20005



HP-6 (7-65)

FIRST CLASS
Permit No. 2028-R
Washington, D. C.

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES,
ITS TERRITORIES OR ITS OVERSEAS ARMED FORCES INSTALLATIONS.

— POSTAGE WILL BE PAID BY —

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GOVERNMENT EMPLOYEES INSURANCE COMPANY

Government Employees Insurance Building

Vermont Avenue and K Street, Northwest

Washington, D. C. 20005

VIA AIR MAIL



P-2 (2-65)

FIRST CLASS
Permit No. 2028-R
Washington, D. C.

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES,
ITS TERRITORIES OR ITS OVERSEAS ARMED FORCES INSTALLATIONS.

— POSTAGE WILL BE PAID BY —

GOVERNMENT EMPLOYEES INSURANCE COMPANY

Government Employees Insurance Building

Vermont Avenue and K Street, Northwest

Washington, D. C. 20005

VIA AIR MAIL

P-24 (6-65)

HELP A FRIEND SAVE ON HIS AUTO INSURANCE

by handing him
this card. . . .



If your friend is not insured by GEICO®
tell him to mail this card today for exact
rates on his car. Complete information
will be sent by return mail.

- * **NO COST . . .**
- * **NO OBLIGATION . . .**
- * **NO SALESMAN WILL CALL**

PLEASE PASS THIS CARD
ALONG TO A FRIEND
WHO OWNS A CAR . . .



It shows him how to
save up to 27% from Bureau Rates on his
AUTO INSURANCE for the Family Automobile
Policy* when the Safe Driver Plan does not apply

*The exact same policy used by most other leading insurance companies, PLUS EXTRA BENEFITS, including prompt, personal, coast-to-coast service by more than 1300 Claim Representatives.

TO YOUR FRIEND: Mail this card today for our low rates on your automobile. You will also receive a free Drivers Digest showing HOW and WHY you save up to 27% on Collision and Comprehensive Coverages and up to 23% on Liability Coverages. A dividend provision applies to Liability coverages in North Carolina and to all coverages in Texas. Before you sign up or renew elsewhere, check GEICO benefits and low rates. Mail this card today — it will open the door to many dollars of insurance savings for you.

OVER ONE MILLION POLICYHOLDERS

**96 Out of Every 100 Policyholders
Renew their Expiring Policies Annually**



A Capital Stock Company — Not Affiliated With U. S. Government

RETURN CARD TODAY FOR EXACT RATES No Obligation—No Salesman Will Call.

CHECK ELIGIBILITY—must be at least 21 and under age 65.
Once a policyholder, policy may be continued after age 65.

GOVERNMENT

- ☐ Federal Employee
☐ State, County,
Municipal

MILITARY

- ☐ Commissioned Officer
☐ NCO—Top 3 Pay Grades
(Minimum age 25)
☐ NCO—E-5 or E-6 (Must be
married, minimum age 25)

CIVILIAN NON-GOVERNMENT

- ☐ Professional, Technical
☐ Clerical, Administrative
☐ Managerial, Proprietor

RETIRED

- ☐ Any classification listed

HOUSEHOLD MEMBER

- ☐ Member of immediate
family of any
classification listed

Name
(Please Print)

Residence Address

City.....County.....

State.....ZIP #.....

Age..... Male ☐ Female ☐ Married ☐ Single ☐

Civilian Occupation

Military Rank (if on Active Duty).....

A GEICO POLICY CAN COMPLY WITH THE FINANCIAL RESPONSIBILITY
LAWS OF EVERY STATE.

Year of car:.....

Make:.....

No. of cylinders:.....

Model (Impala, F-85, etc.).....

2/4 dr—sdn, s/w, h/t, conv.....

Days per week driven to
work, train or bus depot,
or fringe parking area:.....

One way driving distance:.....

Is car used in business
(except to and from work)?.....

Is car kept on a farm or
ranch of 5 or more acres?.....

Location of car if different
than residence:.....

	CAR NO. 1		CAR NO. 2	
Year of car:.....				
Make:.....				
No. of cylinders:.....				
Model (Impala, F-85, etc.).....				
2/4 dr—sdn, s/w, h/t, conv.....				
Days per week driven to work, train or bus depot, or fringe parking area:.....				
One way driving distance:.....				
Is car used in business (except to and from work)?.....	Yes ☐	No ☐	Yes ☐	No ☐
Is car kept on a farm or ranch of 5 or more acres?.....	Yes ☐	No ☐	Yes ☐	No ☐
Location of car if different than residence:.....	City State		City State	

LIST ALL ADDITIONAL DRIVERS

Age	Male or Female	Relation	Married or Single	% of Use	
				#1	#2
				%	%
				%	%
				%	%
				%	%

If student is away at school, indicate distance of school from
your homemiles. Has driver under 21 completed an
Accredited Driver Training Course from a high school or college
and received a Certificate of Completion? ☐ Yes ☐ No